

Sales Management

Q.P. Code: 00001046

(60 Marks)

Time: 3 Hours

- There will be Five Questions in all.
- Q1 would be compulsory and would carry 20 Marks
- In addition to Q1, there would be six questions. Each question would carry 10 Marks.
Each of
- these Six Questions will have three sub – questions and each sub – question would carry 05 Marks
- Students have to attempt any four out of the remaining six Questions and within each question; students have to attempt any two out of three sub – questions.

Q1 MCQs

20 Marks

(Compulsory)

1. The process of planning, analysing, controlling and implementing the activities of sales force is classified as
 - A. indirect sales management
 - B. direct sales management
 - C. sales force management
 - D. persuasion management
2. The field sales force is also called as
 - A. inside sales force
 - B. outside sales force
 - C. channel intermediaries
 - D. none of the above
3. The tools of sales promotion that are used to trigger short term customer involvement or to build customer relationships are classified as
 - A. inbound promotion
 - B. outbound promotion
 - C. organizational promotion
 - D. consumer promotions
4. The step of personal selling process in which the sales person learns about potential buyer before making a call for sale is classified as
 - A. pre-approach
 - B. sales nomination
 - C. qualifying
 - D. prospecting
5. The sales promotion tool through which resellers are persuaded to carry brand, provide shelf space, promote advertising and push to final buyers is classified as

- A. point of purchase promotion
 - B. trade promotion
 - C. event promotion
 - D. off deal promotion
6. The last step in personal selling process is
- A. present and demonstrate
 - B. follow up
 - C. closing
 - D. approach
7. Qualifying a prospect is
- A. identical with checking references for an applicant
 - B. determining which applicant to hire
 - C. conducting an exit interview
 - D. determining if a prospect is interested in a product
8. Which of the following statements about sales force management is true?
- A. The sales force is the firm's most direct link to the customer
 - B. The statement, "The world will beat a path to your door if you build a better mousetrap," reflects how business operates today
 - C. As organizations implement the marketing concept, they soon realize how important it is to be sales-oriented
 - D. Personal selling is usually less expensive than advertising
9. Which of the following statements about the sales force in the 21st century is true?
- A. Sales managers will use a hands-off approach and let the professional salesperson be his or her own boss
 - B. Transactional exchanges no longer occur
 - C. Sales management must be smart and nimble and provide technology-centered solutions to support the sales effort
 - D. Salespeople make little use of the Internet because they realize the importance of the personal touch
10. _____ refers to the administration of the personal selling component of a company's marketing program.
- A. Sales management
 - B. Distribution Management
 - C. Promotion Management
 - D. Marketing Management
11. Choose the correct statement.
- A. Marketing management is a broader concept and sales management is a part of marketing management.
 - B. Sales management is a broader concept and marketing management is a part of marketing management.
 - C. Marketing management and sales management are equivalent.
 - D. There is no connection between sales management and marketing management

12. Sales and Distribution Management majorly focuses on the _____ aspect of an organization
- A. Buying
 - B. Selling
 - C. Negotiating
 - D. Producing
13. _____ The oral presentation of a company's products, or services to one or more prospective purchasers for the purpose of making a sale is known as _____.
- A. Sales Planning
 - B. Personal Selling
 - C. Sales & Distribution Management
 - D. Oral Selling
14. Personal selling is used extensively in _____ products.
- A. Simple and less technical
 - B. Complex and non-technical
 - C. Complex and highly technical
 - D. Simple & highly technical
15. Personal selling has _____ communication.
- A. One Way
 - B. Two Way
 - C. Indirect
 - D. Direct
16. Companies engage in sales training to:
- A. increase absenteeism and turnover
 - B. increase selling costs
 - C. decrease sales volume
 - D. change or reinforce behavior that makes salespeople more efficient
17. The formula $N = S/P (1 + T)$ is for.....
- A. Workload
 - B. Sales potential (or breakdown)
 - C. Incremental
 - D. None of the above
18. The sales force can play a central role in achieving a marketing orientation strategy, by
- A. Maintaining infrequent contact with customer
 - B. Collecting and disseminating market information
 - C. Focusing on cutting costs
 - D. Following the competition's lead
19. From management's point of view, what is the advantage of a straight salary compensation plan?
- A. With a straight salary plan, selling costs are kept in proportion to sales.

- B. The straight salary plan is simple and economical to administer.
- C. With a straight salary plan, salespeople have the assurance of positive feedback.
- D. A straight salary plan links performance to leadership style.

20. The most critical impact to a sales organization affected by down-sizing is that:

- A. The sales team is de-motivated
- B. The company must recalculate sales budgets
- C. The sales workload must be redistributed
- D. Customers may change suppliers due to severed relationship with salesperson

Attempt Any Four out of the Remaining Six Questions

Q2 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- (a) What are the Important of sales management (5 Marks)
- (b) Different types of sales force (5 Marks)
- (c) Define teams in inside sales (5 Marks)

Q3 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- (a) Explain external Sales Teams (5 Marks)
- (b) What are the 7 Selling skills (5 Marks)
- (c) Define Problem Solving Skills (5 Marks)

Q4 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- (a) Define 7 step sale process (5 Marks)
- (b) What is Negotiation technique (5 Marks)
- (c) How to close a sale (5 Marks)

Q5 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- (a) Explain AIDA Model (5 Marks)
- (b) Desire lead to action? Explain? (5 Marks)
- (c) Explain the concept of Attention od AIDA model (5 Marks)

Q6 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- (a) Define territory Management? (5 Marks)
- (b) Explain the Rules for Time management? (5 Marks)
- (c) Explain Sale Route planning? (5 Marks)

Q7 Any two from (a) or (b) or (c) ----- (5x2) = 10 Marks

- (a) Definition of man power planning? (5 Marks)
- (b) Explain the important of man power planning? (5 Marks)
- (c) What are the factor affecting manpower planning? (5 Marks)

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Note: A Student has to separately secure minimum 50% marks (i.e 20 out of 40) in the Internal assessments and secure minimum 50% marks (i.e 30 out of 60) in the Semester End Examination in every subject to be declared as Pass.